



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 849082

Schedule Dates 08/20/12-08/26/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Rachael,Beale
Phone/Fax (573) 651-0964 /
CPE 11634
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 08/17/12
Last Modified 08/17/12
Entered By Bridget Hurst
CO-OP No
Headline # 8/20-8/26
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,871.25
Net Total \$27,603.75
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Aug. 2012	37	\$32,475.00
Grand Total:	37	\$32,475.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/20/12-08/24/12	3	:30	48386- News @ 5am		1	1		1	1			4	\$175.00	\$700.00	St. Louis (KMOV) (KMOV)		8/17/12
2.0	Normal Line / SPOT	08/20/12-08/24/12	3	:30	20015- News @ 6am M-F		1		1	1	1			4	\$300.00	\$1,200.00	St. Louis (KMOV) (KMOV)		8/17/12
3.0	Normal Line (RevL) / SPOT	08/21/12-08/23/12	3	:30	131968- CBS This Morning			1		1				2	\$200.00	\$400.00	St. Louis (KMOV) (KMOV)		8/17/12
4.0	Normal Line / SPOT	08/26/12-08/26/12	3	:30	20132- CBS Sunday Morning								1	1	\$650.00	\$650.00	St. Louis (KMOV) (KMOV)		8/17/12
5.0	Normal Line / SPOT	08/22/12-08/24/12	3	:30	20022- Price is Right				1		1			2	\$350.00	\$700.00	St. Louis (KMOV) (KMOV)		8/17/12
6.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	20024- Bold & The Beautiful		1								\$350.00		St. Louis (KMOV) (KMOV)		8/17/12
6.0.1	Closed Preempt	08/20/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception -	
7.0	Normal Line (RevL) / SPOT	08/22/12-08/22/12	3	:30	28663- Dr. Phil				1					1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		8/17/12
8.0	Normal Line / SPOT	08/20/12-08/23/12	3	:30	20054- News @ 5pm M-F		1		1	1				3	\$800.00	\$2,400.00	St. Louis (KMOV) (KMOV)		8/17/12
9.0	Normal Line / SPOT	08/20/12-08/24/12	3	:30	20055- News @ 6pm M-F		1	1	1		1			4	\$800.00	\$3,200.00	St. Louis (KMOV) (KMOV)		8/17/12
10.0	Normal Line / SPOT	08/20/12-08/23/12	3	:30	20053- Entertainment Tonight		1	1	1	1					\$1,000.00		St. Louis (KMOV) (KMOV)		8/17/12
10.0.1	Closed Preempt	08/23/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - revise to tp	

CONFIRMATION CONTRACT

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10.0.2	Closed Preempt	08/22/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - revise to tp	
10.0.3	Closed Preempt	08/21/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - revise to tp	
10.0.4	Closed Preempt	08/20/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - revise to tp	
11.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	6:57P- 8P (CT)	1	1							1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		8/17/12
12.0	Normal Line / SPOT	08/22/12-08/22/12	3	:30	66133- Criminal Minds	1			1					1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)		8/17/12
13.0	Normal Line / SPOT	08/23/12-08/23/12	3	:30	124918- Person of Interest	1				1				1	\$3,000.00	\$3,000.00	St. Louis (KMOV) (KMOV)		8/17/12
14.0	Normal Line / SPOT	08/26/12-08/26/12	3	:30	20141- 60 Minutes	1							1	1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)		8/17/12
15.0	Normal Line / SPOT	08/21/12-08/24/12	3	:30	20062- News @ 10pm M-F	1		1	1		1			3	\$1,700.00	\$5,100.00	St. Louis (KMOV) (KMOV)		8/17/12
16.0	Normal Line / SPOT	08/25/12-08/25/12	3	:30	20108- News @ 10pm Sat	1						1		1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)		8/17/12
17.0	Normal Line / SPOT	08/26/12-08/26/12	3	:30	119144- News @ 10:30pm Sun	1							1	1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)		8/17/12

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18.0	Normal Line / SPOT	08/21/12-08/23/12	3	:30	20063- Late Show with David Letterman			1		1				2	\$450.00	\$900.00	St. Louis (KMOV) (KMOV)		8/17/12
19.0	Normal Line / SPOT	08/20/12-08/24/12	3	:30	20027- Inside Edition		1				1			1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)		8/17/12
19.0.1	Closed Preempt	08/20/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception -	
20.0	M/G For 10.0.1 / SPOT	08/23/12-08/23/12	3	:30	6:30P- 7P (CT)					1				1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		8/17/12
21.0	M/G For 10.0.2 / SPOT	08/22/12-08/22/12	3	:30	6:30P- 7P (CT)				1					1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		8/17/12
22.0	M/G For 10.0.4,10.0.3 / SPOT	08/20/12-08/21/12	3	:30	6:30P- 7P (CT)		1	1						2	\$1,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)		8/17/12

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